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Message Text

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TO USINT ALGIERS
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E.O. 11652: N/A
TAGS: BEXP, AG
SUBJ: POST CONDUCTED MARKET RESEARCH--A. BUILDING AND CONSTRUCTION EQUIPMENT; B. TELECOMMUNICATIONS EQUIPMENT; C. BUSINESS EQUIPMENT AND SYSTEMS INCLUDING COMPUTERS

1. PURSUANT TO JUNE 1974 FIEDLER/POST CONSULTATIONS IN CCP CONCERNING FOUR MOST PROMISING THEMES TO EMPHASIZE AT 1975 ALGIERS FAIR, I.E.: A. BUILDING AND CONSTRUCTION EQUIPMENT, B. B. TELECOMMUNICATIONS SYSTEMS AND EQUIPMENT, C. BUSINESS EQUIPMENT AND SYSTEMS INCLUDING COMPUTERS, AND D. OIL AND GAS FIELD EQUIPMENT AND INSTRUMENTATION, WE REQUEST POST SUPPORT TO SUPPLEMENT AND UPDATE INFORMATION ALREADY AVAIL-ABLE TO COMMERCE ON ALGERIAN MARKET IN THESE SECTORS, PAR-TICULARLY THEMES A.-C. INFORMATION CURRENTLY AVAIL-ABLE TO POST ON 1974-77 PLAN WOULD FULFILL MAJOR NEEDS OF THIS INQUIRY. ANY INFORMATION POST MAY HAVE GATHERED IN RESPONSE TO STATE A-4472 OF JUNE 4 WOULD BE HELPFUL IN COVERING OUR INFORMATIONAL NEEDS FOR THIS SECTOR.

ALTHOUGH WE ANTICIPATE EVENTUAL COMMENCEMENT OF CONTRACTED MARKET RESEARCH IN TELECOMMUNICATIONS AND SCIENTIFIC
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EQUIPMENT, WE WOULD APPRECIATE ANY INFORMATION POST CAN

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SUPPLY ON COMMUNICATIONS PORTION OF THIS SECTOR IN SUPPORT OF FAIR RECRUITMENT EFFORT.

2. IN ADDITION TO STANDARD INFORMATIONAL RESOURCES AVAILABLE TO COMMERCE, SUCH AS REPORTING FROM POST, ETC., WE ARE POUCHING RELEVANT ADDITIONAL MATERIAL WHICH HAS COME TO OUR ATTENTION CONCERNING ALGERIAN MARKET AND PLAN WHICH WILL BE MADE AVAILABLE TO PROSPECTIVE EXHIBITORS. WE WILL ALSO BE POUCHING TRADE STATISTICS FROM MARKET SHARE REPORTS (1967-71) AND OTHER RELEVANT DATA ON THEMES A-C.

3. RESULTS OF A PRELIMINARY POLL OF SELECTED TRADE ASSOCIATIONS AND A RANDOM SAMPLING OF US FIRMS INDICATE SIGNIFICANT INTEREST IN THE FAIR. ALL NTM FIRMS CONTACTED WERE HIGHLY INTERESTED. ALTHOUGH MANY 1973 PARTICIPANTS WERE LESS THAN ENTHUSIASTIC ABOUT REPEATED PARTICIPATION, ONLY ONE WAS READY TO RULE THIS OUT FOR 1975 WHILE OTHERS SAW PARTICIPATION AS ESSENTIAL TO THEIR INTEREST.

4. WOULD APPRECIATE POST COMMENTS ON FOLLOWING POINTS:

A. RECENT TRADE STATISTICS IN PRODUCT CATEGORIES (FOR 1972-73 IF AVIAILABLE).

B. PRODUCTION STATISTICS AND PROJECTED GROWTH RATES.

C. CONSUMPTION STATISTICS AND PROJECTED GROWTH RATES.

D. LIST BEST SALES PROSPECTS WITHIN SUGGESTED THEMES.

E. ADDITIONAL COMMENTARY AS APPROPRIATE.

5. REQUEST RECEIPT OF INFORMATION AVAILABLE TO POST BY DEC 1. INGERSOLL

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